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FACSIMILE TRANSMITTAL FORM	Application Number	09/885032
	Filing Date	June 20, 2001
	First Named Inventor	Kotchick, Keith M.
	Art Unit	2642
	Examiner Name	UBILES, Marie C.
Fax: 703-872-9306	Attorney Docket Number	56827US002
Total Number of Pages in This Submission: 4		
Date: May 31, 2005	Attorney for Applicant: Robert J. Pechman	

ENCLOSURES (check all that apply)		
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Customer Number

Patent
Case No.: 56827US002

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor: KOTCHICK, KEITH M.
Application No.: 09/885032 Group Art Unit: 2642
Filed: June 20, 2001 Examiner: UBILES, Marie C.
Title: METHOD FOR ALTERING THE APPEARANCE OF LIQUID CRYSTAL
DISPLAYS USING EXCHANGABLE FRONT POLARIZERS

RESPONSE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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May 31, 2005
Date

Signed by: Heather M. Bundy

Dear Sir:

This is in response to the Office Action mailed February 28, 2005. Please consider the following remarks.

Claims 1-12 are pending, of which claims 11 and 12 have been withdrawn from consideration.

Claims 1-8 stand rejected under 35 USC 103(a) as being unpatentable over JP 02116826 (Taikai) in view of US Pat. No. 5,768,370 (Maatta). Applicants disagree.

Applicants' claims recite a method for altering the appearance of a liquid crystal display that includes providing "a liquid crystal display comprising a display module and a first front polarizer separated from the display module and removably attached ... removing the first front polarizer ... and attaching a second front polarizer ..., the second front polarizer yielding a different display appearance relative to the first front polarizer."